

# Paulo Carreño King

Paulo Carreño is, since February 2017, CEO of ProMéxico, the agency of the Mexican federal government in charge of strengthening the participation of Mexico in the global economy through the internationalization of Mexican companies, the promotion of exports, and the attraction of foreign direct investment.

From 2016 to 2017, Mr. Carreño was Deputy Minister for North America at the Ministry of Foreign Affairs. During this period, the Mexican government undertook a strategy to increase its presence in the region.

Previously, between 2015 and 2016, he was in charge of the country's branding strategy and of international media at the Office of the Presidency. There, he took part in the design and implementation of a project to strengthen the image of Mexico and to improve the perception of the country abroad.

In 2014, Mr. Carreño closed a stage in his professional career after 10 years of successful work in the financial sector. He was Executive Director for Communications and Institutional Relations at Grupo Financiero Banamex and the spokesperson for Mexico at Citigroup, the bank with the largest global footprint.

Between 2013 and 2015, he was president of the Marketing, Communication and Social Responsibility Commission of the Asociación de Bancos de México, the representing body of Mexico's banking sector. In this capacity, he advocated for the Financial Reform enacted by President Peña Nieto's government in 2014.

From 2001 to 2007, Mr. Carreño was founding partner and CEO of his own lobbying and strategic communications firm. Previously, between 1998 and 2001, he was associate and Director of Media and Crisis Management at a renowned strategic communications firm with presence in over 100 countries.

Professor of law at the Instituto de Administración Pública and at the Universidad Iberoamericana, he holds a Master in Public International Law from Leiden University in the Netherlands (1995-1998) and a Bachelor's degree in Law from Universidad Iberoamericana (1989 – 1994).

Mr. Carreño is married and has three kids. He was born April 21, 1972.

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